

1998 RJR Contract Requirements
Village/Starn's Shop Rite

- General Requirements

1. RJR must have 25% of total linear feet of merchandising if RJR and competitive merchandising is used. (Example 12 total feet/RJR must have minimum 3 feet)
2. RJR must have a minimum of 25% of total single pack rows, placed directly under Philip Morris Brands (if a PM Pack Merchandiser is used).
3. RJR must have a minimum of 25% of total advertising space
4. RJR must have the ability to competitively promote its Brands.
5. If competitive counter package displays are present, RJR must have a comparable pack display.
6. RJR's WORTH Cigarettes must be the lowest priced Brand at must be at least at parity as the lowest priced Brand in Shop Rite Stores.

- Village Shop Rite- Monthly payment per store: \$ 179

1. Ensure that all future merchandising setups has RJR with minimum 25% of total linear space and 25% of total pack facings under Philip Morris Brands.

- Starns Shop Rite- Monthly payment per store

Store	Monthly Payment	Merchandising Change Required For Compliance
Rio Grand (supermarket)	\$ 328	RJR currently has 6' of total 32' (19%). Add 1- 3' RJR fixture to be used for RJR and competitive brands. Pack displays are OK
Rio Grande (C Store)	\$ 180	Add 8 Full Price or Savings Facings. Change Full Price display to "wrap" configuration.
Somers Point	\$ 374	Add 1' fixture for WORTH/DORAL to obtain minimum 25% of total linear space.
English Creek	\$ 434	No changes required
Absecom	\$ 328	No changes required
Ventnor	\$ 328	Add 1' fixture for WORTH/DORAL to obtain minimum 25% of total linear space.